

Impressions. A Journal of Business Making Ideas

Here you may profit by the experience of others.

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THE very first thing that an ad-writer must do is to understand his subject. It is not necessary, however, that an ad-writer should know how to build an engine in order to advertise one. Some people seem to think that because an advertising man cannot make an article he cannot advertise that article. I venture to say that Mr. John Wanamaker cannot go into a silk factory and make a piece of silk; but Mr. Wanamaker can sell it.

The principal thing that you want to know about goods is the selling point; therefore, instead of going to the fellow that makes the goods, go the salesman who sells it. The salesman who sells the article learns early in his experience to judge his people. The only difference between the salesman and the ad-writer is that the ad-writer appeals to a number of men at one time, where the salesman appeals to but one or two. Therefore, before you write an advertisement, go to the man who sells the goods and who knows how to sell them, and get him to talk to you just as if you were going to buy the goods, only you must impress upon him that you are supposed to be a man who knows a great deal about

Getting
Information
About Your
Subject.

*E. St. Elmo
Lewis.*

them, therefore he has to put out some very strong arguments to convince you that his goods are superior. If you have a proposition where you have low-priced goods, your salesman will talk to you very strongly upon the great bargain quality. If you have a proposition where quality is the consideration, the salesman will tell very little about prices, but a great deal about quality, and the character of his establishment.

Understand that you must write your advertisements to meet the kind of people to which the store or business caters. The higher class of society doesn't make so much point of price as it does of quality. The lower classes, having less money, must look more to price and less to quality.

It is not necessary for me to go into any discussion as to which is the better way of buying, any more than to show that these are the conditions which the advertising writer must solve; therefore, he has no choice in the matter, but he must write his advertisements to interest the class of people. This principle applies to a retail business in a small country town as well as it does in a big city. It applies to manufacturers large or small. It applies to general advertisers everywhere.

I want to impress upon you one thing: Don't write smart advertisements which contain nothing but a catchy phrase and some glittering generalities about the business. For instance, to start out an advertisement, IS JOHN SMITH CRAZY? and then go on to say, "We don't care if he is, but you will think we are crazy when we tell you that we are selling our \$1.50 shoes for \$1.25."

Now if you analyze that advertisement carefully, you will see that the advertiser has been so bent upon getting a bright idea into his advertisement, that he has utterly failed to note that he hasn't said what he intended to say. He hasn't said that he sells the \$1.50 shoes for \$1.25, but he

has simply said that the buyer would think he was crazy when he said it.

I think you will admit with me, that such an advertisement would generally be considered evidence of insanity, yet how often do we see advertisements exactly like this in the quality of its foolishness!

Don't try to be smart, but rather try with all your powers to keep from being smart. The smart man generally takes up 95 per cent. of his time in living up to his reputation for smartness, and the other five per cent in devising some manner by which his advertisements can be made to sell goods.

The thing that sells goods in an advertisement is an argument. I don't tell you to make your argument cut and dried, but have some information in your advertisement; therefore, get information. Get hold of the man who sells the goods, as I told you before, and get all you can out of him—pump him dry. Ask such people as you may know, who buy his class of goods, how he stands; what kind of goods he sells, and find out what they would want to know about the goods before they would buy them. Remember that is the principle thing. It is not what the seller likes to talk about, but what the buyer must know which should go into an advertisement. Remember, people want facts told in an interesting and attractive way. Then apply your own good sense to the information you get. Study human nature, and especially the kind of human nature to which you are going to appeal.

As you go along you will have a bright idea now and then. Carry a little book with you. Jot it down. Keep that little book with you all the time. Don't put a bright idea into an advertisement right away. Possibly it will be a great deal like the advertisement I mentioned in the forepart

of this lecture. It will sound different when you come to look at it the next day.

If you are going to advertise a subject which has been advertised before, get the other people's advertisements. Read them carefully. See wherein they are strong or weak. Criticise them; place your own advertisements alongside of them, and see if yours are any better.

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CONSIDER carefully before you say a hard word to a man, but never let a chance to say a good one go by. Praise judiciously bestowed is money invested.

* * *

A COMPETENT boss can move among his men without having to draw an imaginary line between them, because they will see the real one if it exists.

* * *

A FELLOW is a boss simply because he's a better man than those under him, and there's a heap of responsibility in being better than the next fellow.

* * *

NEVER threaten, because a threat is a promise to pay that it isn't always convenient to meet, but if you don't make it good it hurts your credit.

* * *

THERE'S no alarm clock for the sleepy man like an early rising manager; and there's nothing breeds work in an office like a busy boss.

* * *

I NEVER could quite figure it out, but there seems to be something about a fish that makes even a cold-water deacon see double.

WALKING and running are first nature; that is, they are natural; nothing more so. You need not do much thinking about walking, to walk; your mind is free to think of other things. You can walk and at the same time carry on a conversation, sing or whistle. The same is true in reference to talking, so far as the utterances are concerned, but the particular sounds and combinations of sounds to express thoughts are required; yet you do it quite naturally.

The art of writing can also be acquired to such proficiency that you will be enabled to write rapidly without the necessity of giving much attention to it. In other words, while you write, you are free to think of the subject matter, free to think of something else than writing. This is the case in shorthand writing. If it were not, the application of shorthand to thought writing would be impossible.

Second nature writing is the only writing that is of any great importance to the person who has a lot of thinking to do while writing. The methods of practice in writing are usually wrong. Penmanship must give way to writing and the writing must be as practical in the school room as it is in business offices. To acquire second nature writing, you must drop all unnecessary factors. Beauty and very fine artistic penmanship must give way for simple characters that are governed by legibility instead of beauty. Beauty must take care of itself, and if it emanates from practical writing all right, if not, it is all right anyway. Readable writing executed rapidly, gracefully and easily, is writing that is in demand. The slow mechanical drawing methods used in schools are not productive of good results, because the conditions of life are different. You change the conditions and the writing will not fit. That is why a lawyer or editor does not write well. They think too

seriously and rapidly for the pen to follow and you know the result. Shorthand is not taught perfectly, but it is taught more practically than longhand. This is due mainly to the fact that the significance of shorthand keeps the students and teachers on the right track; also, to the fact that much is borrowed from longhand which preceded it. So there is no special credit due to the teachers. A systematic and persistent culture in physical training in writing, will bring the much sought "second nature writing," enabling the writer to jot down the characters as easily and naturally as the feet will carry him over the ground. Perhaps, you have noticed that intelligent thinkers are often the worst writers. This is due to the fact that the arm and fingers have not been trained in the right way; the slow tedious drawing methods give way to undecipherable scribbling, which is a perfectly natural consequence.

To write means to think; writing always implies thought and the student should think more, instead of following a series of engraved copies. A few sentences in addition to the perfectly engraved script capitals and small letters, is all that should be furnished a pupil. In shorthand practice, it means to write and to read back. It means write, write, write, read, read, read, write and read, read and write, and hurry up, hurry up, hurry up. That is just what stenographers do in offices. It should be the same in longhand.

Small children must be permitted to draw the letters till about the age of ten, when the arm movement should be cultivated in real earnest.

* * *

DO your work so well that the manager can't run the department without you, and that you can run the department without the manager.

YOU'RE pretty sure to get what you give. Very often with a little premium tacked on. If you kick without just cause, you are liable to be kicked down and out and walked over in the bargain; if you frown continually you'll soon see enough sour faces to start a pickle factory; if you sing, everybody will join in the chorus, if you smile, even temperance people will "smile" with you and "on you." If you snap and snarl the most amiable will bite back at you and maybe, backbite you to boot; if you are suspicious, your best friend will get in the habit of clapping his hand over his watch pocket when he meets you. If you lie, you'll soon have a lot of Munchausens for companions. Every seed you sow brings forth after its kind. All of which is trite, but just as true as the laws of gravity.

You need not bother about recording your mistakes; simply keep track of your fortunate strokes. Others will charge up your misses. Thus there will be a pretty good account of your doings when your reckonings are averaged up with those which your neighbors have booked against you.

Some men think so far ahead that they forget to give sufficient thought to the work in hand. It's poor policy to weaken the work of to-day by thinking too hard of to-morrow.

Fat-heads are largely the product of a system of education that pumps predigested thought into the memories of children long before they've reached the age of reason.

Some people spend all their time regretting the past and worrying over the future, thus cheating themselves of the pleasures of NOW.

* * *

THE way to think of a thing in business is to think of it first, and the way to get a share of it is to go for it all.

St. Louis
World's Fair

*Daniel T.
McCool*

THE advertising men of America will convene in the Hall of the International Congress on August 9th, 1904.

The Exposition represents an investment of \$50,000,000.

The products of fifty-five states and fifty foreign countries will be displayed.

A silver nugget from Idaho, ten tons in weight, may be seen.

1,230 acres of Forest Park, the most beautiful section of St. Louis, forms the site of the Exposition proper.

The Fair will remain open from April 30 until December 1st.

The old Liberty Bell from Independence Hall, Philadelphia, will be shown in the Pennsylvania building.

The Exposition in its entirety will reveal the world's material advancement since the Paris record in 1900.

Lagoons nearly two miles in length will be navigated by auto-boats and gondolas.

Visitors may travel on the Fair grounds by the Intramural Railway.

The Midway, under another name, "The Pike," represents an outlay of five million dollars and is one mile long.

The cost of the various exhibition palaces were as follows: Art \$1,040,000, manufacturers \$719,399, machinery \$496,597, horticultural \$228,000, liberal arts \$475,000, agricultural \$75,000, decorative sculpture \$500,000, educational \$319,999, electricity \$399,940, anthropology \$115,000, transportation \$696,000, varied industries \$604,000, mines \$498,000, forestry \$171,000.

In addition to appropriating \$4,600,000 to the Exposition, the United States has expended \$450,000 upon the government building.

John Philip Sousa and his famous band will daily brighten things by discoursing popular and, at times, classical music.

The North Shore Poultry Farm of Glenview, Illinois, will be the exclusive exhibitors of Barred Plymouth Rocks at the Model Poultry Farm.

A fac-simile of Thomas Jefferson's home may be seen.

United States Senator Boies Penrose, a great-grandson of Clement Biddle Penrose, whom President Jefferson appointed one of the three commissioners who negotiated the Louisiana Purchase, will deliver the oration on Pennsylvania Day, in the building erected by the Keystone State.

North Carolina will exhibit a tree 800 years old.

It requires forty acres to properly display the Indian exhibit.

Queen Victoria's Jubilee presents form a most interesting collection.

Six acres in blooming roses will form one of the many floral attractions.

A perfectly equipped emergency hospital, with a complete

staff of physicians and nurses, will attend and care for the ill or injured.

From the camp of old "49" miners will issue a daily paper containing exhibition news.

The Louisiana Purchase monument will tower fully one hundred feet high.

The largest organ in the world, with 10,000 pipes and 140 stops, will discourse classical music at stated intervals.

The artificial roadways of the Fair grounds measure thirty-five miles.

The Inside Inn will conveniently accommodate 6,000 patrons.

Athletes from all over the world will take part in events in which \$150,000 will be distributed.

The statue of Vulcan, composed of coal, coke and iron, measures fifty feet in height.

Thirty-seven acres are given to the live stock exhibit, and prizes amounting to \$250,000 will be given.

Despite all reports to the contrary, visitors to St. Louis will be able to obtain the conveniences which were obtained at Philadelphia in 1877 and Chicago in 1893, at the same rates.

The importance of "King Cotton" will be displayed in a statue of that material fifty feet high.

The Louisiana Purchase Exposition is such a colossal enterprise, so far-reaching in its import, that it is impossible to reduce its wonderful ramifications to words. It may be stated, however, that the management is fully abreast with the requirements of the Exposition, which in every way promises to prove a pronounced success.

The executive board is officered as follows: Hon. Daniel R. Francis, President; William H. Thompson, Treasurer; Walter B. Stevens, Secretary; Mark Bennitt, General Press; R. H. Stockton, Press and Publicity.

An ice plant will turn out 300 tons daily.

The famous Indian chiefs, Joseph and Geronimo, will be in evidence.

Five acres of growing crops will depict a map of the United States.

On a day yet to be designated 500,000 melons will be distributed free.

The old log cabin in which General Grant once resided will be shown.

In the palace of Transportation four miles of railroad tracks have been built.

A full size model of a United States warship is exhibited.

The Exposition will profit by the \$150,000 which will be expended by the various railroads in advertising their respective lines.

Products and
Business
Methods of
Asia Minor.

W.A. Kirkwood

ASIA Minor is by nature a highly-favored land, and is richly furnished with the raw material of national wealth in great variety and abundance. Its mountains are rich in minerals and clothed with valuable forests; the seas which surround it abound with fish, and in its valleys the soil and climate are so well adapted to successful farming that almost every product will flourish.

But hitherto little has been done toward developing these great resources. Its stores of mineral wealth have as yet been merely tapped. Coal, iron, copper, lead, silver, galena, placer deposits of gold, petroleum and bitumen, sulphur and rock salt, marble and meerschaum are all found in quantities which would repay working; but the mines are jealously monopolized, and foreign investors are deterred by the serious initial expense of "influencing" the proper authorities, by the insecurity of capital once invested, and by the difficulties and cost of transportation. Only the deposits of emery and of chrome which lie along the railway between Smyrna and Ephesus are worked at all extensively. The forests of the interior plateaus are full of the finest woods—oak, beech, maple, boxwood, elm, walnut, ash and pine—but no use is made of them, and the same woods are brought more cheaply from South America and used for building in Smyrna. The fishing industry of the adjacent seas, valuable as it is, is far from being as important as it might easily be made. The methods of tillage are rude and out-of-date; and the fiscal abuses, the difficulties of transportation, and the lack of development is evident. But even now, in spite of all drawbacks, the products and trade of Asia Minor are all of no mean importance. And its one great commercial seaport is Smyrna.

Smyrna is, after Constantinople, the chief centre of Turkish trade, and disputes with Alexandria the title "the Liverpool of the Levant." All the wealth of the West pours into its port, and out of it yearly is sent nearly £4,000,000 worth of goods. Its importance is owing to its trade, for it is the gateway between Asia Minor and the West. Even in ancient times its excellent harbor and its position at the head of the great trade route up the Hermus valley through the heart of Aratolia made it the rival of Miletus and Ephesus for the commercial leadership of Ionia. To-day its former rivals no longer exist, and Smyrna, as the terminus of the railway systems which are gradually spreading over the country, stands unchallenged in its supremacy.

Its imports are chiefly machinery, wood and stone for building, cotton cloth, brandy, sugar, coffee, iron, tin and lead; its exports consist of grain, figs, raisins and other fruits, wine, oil, drugs, madder, tobacco, opium, silk, raw cotton and skins.

Amongst the products of the country grain is important,

wheat, barley, maize, rice, rye and oats being the staple crops. But though the soil and climate are suited for grain, the bad roads and the primitive methods of transportation prevent the growing of it for export from becoming as extensive and profitable as it would be otherwise. The two railways which now enter Smyrna from the interior have done a great deal to encourage grain-growing by affording cheap transportation to the sea.

A large trade is carried on also in fruits. Amongst these, raisins and dried figs are the most valuable. A large part of the tilled land is laid out in vineyards, which usually yield substantial profits, for the quantity of grapes that even a small-sized vineyard will yield in a good season is almost beyond belief. Some varieties are grown altogether for drying, the famous Sultana being the most popular. The method of drying is simple. A smooth piece of ground is swept hard and clean and upon this single grapes are spread in a thin layer and left to dry in the sun. At this season, September, rain never threatens. The process takes only a few days. These improvised drying-floors are to be seen everywhere, often with rows of differently colored grapes marking the different stages of drying, as fresh grapes were added day by day. During this last season many tons of Sultana raisins were exported.

Smyrna figs are famous the world over. The Maeander valley from Ephesus to Laodicea is easily the greatest fig-producing district anywhere. These figs are brought into Smyrna by rail or by camel trains. The yield last season was enormous. For weeks figs were brought down at the rate of from three to five thousand sacks a day by one railway alone. At one time the market was completely glutted. Not only were prices spoiled, but the figs could actually not be handled, and store-houses and packing-houses were filled to the doors. The Vali interfered and forbade the entry of any more for some days, and in this way the market was relieved. There are probably hundreds of fig-packing establishments in Smyrna. During the packing season, many country people tramp into town, where employment in one of the great factories can easily be found, though the wages are pitifully small. The dried figs are first sorted into different classes by women and children, and then passed along to the packers, who dip them singly into salt water and work them to the required shape by the pressure of deft fingers. For the highest grade very careful packing is required, and only the finest figs are taken. These are usually sent to Britain, the inferior grades in bulkier form to continental ports.

Olives are widely grown, but the export is chiefly in oil, for the fruit itself is much inferior in size and quality to the fine

Spanish and American olives. The eastern varieties are mostly small, hard and black, but none the less they form an important article of native diet.

Of most of the other fruits grown here, numerous though they are, much the same thing is true. Oranges are grown in immense quantities, but few or none are exported; for they are inferior to American oranges of the best quality, and to those of Jaffa and of Crete, which command the highest prices in the Levant.

The tobacco crop last year was a large one, but most of it has had to be sold at a ruinous price, or is still held by the growers. The preceding year the American Tobacco Trust bought up all the crop at a high price. The result was that last year everyone grew tobacco. But no Trust appeared to demand it, and many of the growers lost heavily. The leaves of tobacco are picked from the stem and strung on cords, which are then slung to poles, and so hung out to dry. The finest Turkish tobacco is grown at Latakia in Syria, but the highest grade is sent to Egypt, and the Western "Giaour" has to be content with the inferior.

Another important article of export is licorice, whether in the root or after being extracted and made into paste. The licorice shrub grows wild on the plateaus of the interior. It is torn up, and baled as hay is in Canada, and shipped from Smyrna to Europe and America. It is used largely in the manufacture of certain tobaccos, and forms the chief ingredient of the juicy "black-strap."

Other valuable exports are raw cotton, sponges from the *Ægean*, the wool of the famous Angora goats, raw silk spun by the silk-worms of Brusa, the acorn of the *valonea* oak, which forms a famous leather dye, and the inimitable Turkish carpets or "Smyrna rugs," which are manufactured in the Turkish towns of the interior.

The wholesale and shipping trade is almost entirely in the hands of foreigners, and is carried on according to Western business methods. Rather more than half the total shipping is in British vessels. The Greek ships outnumber the British, but their tonnage is much less.

Retail trade, on the contrary, is carried on by Greeks, Armenians and Jews. The slow-moving and slow-thinking Turk stands no chance against these shrewd, glib-tongued rivals, and is quickly shoved to the wall. In his own country he is forced to take an inferior place. If he owns a farm he is independent and sometimes wealthy; but in the cities, unless he is a soldier or government official of some kind, he is usually forced to do the humblest work and gain a livelihood as a "hamal" (porter). As sharp traders, versed in all the tricks of

commerce, the other three have no masters. Various Eastern proverbs ascribe the palm, now to one, now to another; so that it is probable honors are easy amongst them whenever profit is to be made.

The business methods in vogue in the East are about as different as can be imagined from those of America, and have probably changed but little in the last 2,000 years. Here there is little or none of the nervous rush and hurry which prevail in the Western business world to-day. Time is not so valuable. Again, there are no gigantic commercial combinations and trusts. This is the home of the small trader. He is content if he can gain for himself and his family a decent sustenance, and seeks not to extend his business indefinitely, nor to unite different departments under one roof. He does not wish to interfere with his neighbor's business. "Live and let live" is his motto.

That business axiom, "Eliminate the middleman," has no consideration here; rather is the middleman encouraged and cultivated, that the sharp discussions between principals may be softened. In many cities of the interior a go-between is engaged for every important transaction, and the principals never come together till the bargain is struck. If A. wishes to buy oxen, and sees that B. has a likely yoke for sale, he says nothing to the latter, but hires an agent to open negotiations—veiled, of course. Perhaps £10 is a fair price for the animals. A. declares he can offer no more than £5. The agent approaches B. and remarks casually "What in the world do you expect to do with yonder bags of bones?" or some such non-committal opening. B., however, at once scents a deal, and explains that these are oxen of a particularly valuable kind. "How much do you expect to get for them?" "Well, seeing that you want them, who are my friend" (perhaps he has never set eyes on him before) "I shall let you have them, as a favor, for £20." The agent laughs this offer to scorn, insists that he has no thought of buying, but succeeds in inducing B. to name £15 as his "irreducible minimum." With this information he seeks out A., and asks him to raise his offer. After much urging, A. consents to add a pound or two to his first bid; then the agent returns to B. and succeeds in beating him down a pound or two. So the matter goes on, perhaps for hours or even all day long. Quite probably the agent carries on several such bargainings simultaneously, and when he finds one pair obstinate, leaves them for a time to think over the affair, while he advances another deal a few stages. At last he succeeds in getting the two offers to approximate, and rouses himself for a final effort. The two principals, who had kept out of each other's sight at first, have gradually drawn closer and closer together; the go-between holds whispered conversations with them in turn; and at last,

seizing a hand of each, he pulls them together and tries to make them join hands on the bargain, all the while vociferating like mad. Both feign reluctance, but finally he prevails, they shake hands, and the bargain is struck.

Of course, each knew all along that he must modify his offer. The time spent in bargaining may seem wasted. But that is the Eastern way of doing business. No one thinks of asking or offering his last price at once. He would be doing violence to all his business instincts. A good working rule in buying from native dealers is to offer from one-third to one-half of the amount asked. If this is refused, put your money in your pocket and start away. This will usually induce the seller to accept your price, or at any rate to reduce his considerably. He does not expect to get his first price; he would despise you if you paid it. When this is understood on both sides, a fair bargain can usually be struck without much trouble.

But the agreement is always in the nature of a compromise, "splitting the difference,"—in short, the original form of bargaining, stripped of all that raises it to the dignity of modern business methods. The West has abandoned these primitive dealings, and will not return to them, and the East is conservative and averse from all change. Western methods are usually short, direct and straightforward; Eastern methods are lengthy, tortuous and shift. Between the two there is this great gulf fixed.



Geo. Dyer's
Comment.

*Mahin's
Magazine.*

IT will be a great day for advertising when men see it in a large way and stop taking a part of it for the whole. When they understand that the vital parts of advertising are the things that go with it and that advertising is a moral force and not a mechanical toy.

Rule twisting and type sticking and stamp licking and space measuring all have their place and their value. I do not depreciate them when I say that they should not be permitted to obscure the view.

Mechanical details have a great fascination for most minds, especially the mathematical American mind. The average business imagination does not rise much higher than it can travel in a passenger elevator.

An increasing number of men refuse to believe in all but the things they can touch and see, and it is perhaps natural they should dwell upon the material, obvious aspects of the subject and miss the soul in the machine.

Advertisers pay for space, buy cuts and copy, set the wheels in motion and stand by to see them run. If the things desired do not promptly happen it is plainly the fault of the agent or

publisher and they begin to tear things to pieces like a child that wrecks a toy because he lacks the intelligence to make it work.

It may seem that the Commenter dwells with tiresome iteration upon this phase of the subject. But there is not a week in the year when some business man does not get him in a corner and pour out his woes—thousands of dollars spent and no adequate results. Best mediums, good copy perhaps, and replies—but no effect on the business. Selling expenses only increased by the addition of the advertising appropriation. Salesmen squeezing the house and sacrificing everything to their customers. High anticipations, great fun and excitement at first, but the novelty is wearing off.

What shall he do? Discharge his advertising man? Change his agent and quit the publishers? A friend has told him to spend his money in the street cars.

Then follows a long cross-examination as to the general conduct of the business. The man grows reticent and suspicious at questions he considers utterly irrelevant. He listens absently and says, "Now to get back to advertising." When he is told that all this is the advertising he does not comprehend.

A man in an allied line told me the other day that he was conducting a campaign by using all of my literature, worked over for his business. When I said that I considered the best part of my value was in work which he did not see, he was at a loss whether to distrust me or to resent being cheated out of his just dues.

Last month's discussion on the forces within a business and their relation to advertising raised a question of vital interest to retail merchants.

I have been asked to say a further word in this connection.

A merchant will tell you that the value of a bargain list in a dry goods announcement is in the fact that it brings people into the store, when—whether they purchase the advertised bargain or not—they see other goods and buy them at regular prices.

He will tell you that the bargain offerings must be genuine, because if they were not the customer would be disappointed, the house might lose her trade, at least she would be unlikely to respond to their future announcements. This is true, but it is only a part of the truth.

The mission of the newspaper advertisement is to establish a relation between the mind of the woman and the store, to fetch her in quest of something. If the advertisement is all that it should be, the sale is partly made before she leaves home. She is in a receptive frame of mind.

When she reaches the store she is likely to go first to the goods advertised. If she gets a real bargain, feels that she has made a genuine saving, her receptivity is increased. She is in

good spirits, elated, and eager to add a second victory to the first purchase. She is likely to spend more money and have further items charged or sent home collect. The value of the advertising is in getting the woman to the store. The value of the bargain is in making her pleased with herself. Let her be disappointed in the bargain and you destroy her receptivity. You break the promising relation established by the newspaper. Anything that breaks this relation, anything that destroys this receptivity, neutralizes the effect of the advertising.

The merchant's chance of getting her money depends upon keeping her on good terms with herself. For this reason he does much to make her comfortable while she is in the store. He gratifies her eye with handsome fixtures, imparts a feeling of wealth and luxury with soft carpets under her feet, surrounds her with pleasant colors and pleasant odors, even has cheerful music during the busy hours for its stimulating and buoyant effect upon her spirits.

Thus the optimism of the advertising is furthered by the optimism of the store. A merchant fosters the buying spirit by every means in his power, but the biggest factor in the creation of a favorable atmosphere seems beyond his control — the attitude of the clerks in the store.

The spirit of the salespeople is a direct counter-influence to the advertising and to the pleasant environment.

Right here is the greatest loss the retail advertisers of this country are suffering to-day.

The buying tendency is rebuked by the sales-people the moment the customer approaches the counter. That is to say, the average clerk does not exert as intelligent an influence as the wooden fixtures, the velvet carpet and the automatic musical box.

The reception extended by the average clerk in our large city shops is a challenge. A customer is condemned in advance and classed as an intrusion. Even under the eyes of the floor-walker a thin veneer of politeness does not conceal the indifference, impatience, impertinence and the effort to chill the customer and make her ill at ease.

The responsibility of salespeople does not end with making sales. It is the duty of every person in the store to contribute to the buying spirit and the cheerfulness of the place. A clerk has no more right to kill the buying spirit than she has to steal or destroy the merchandise on her counter.

Every reader of this magazine can name stores where one-third of the value of the advertising is killed by the selling force.

A merchant who can develop anything like a uniform spirit of courtesy throughout his establishment will accomplish a thing as new in this country, almost as startling in its effect, and as

fruitful of good results, as was the application of advertising to the retail business.

There is, of course, the clerk's side to the question. A volume could be written on what salespeople have to stand at the hands of customers. But courtesy and good temper, under all circumstances and under every provocation, should be part of a salesman's working outfit, the tools of his craft.

Men will even stand up to be shot at as a profession. The clerk is not subjected to physical violence. A customer never takes her life. Her work is just as hard as she thinks it is and just as easy as she is willing to make it. She gets just about what she gives out.

The trouble with Mamie back of the lace counter is a wrong point of view. She wants to be a perfect lady, but her idea of asserting her good breeding resembles that of Mrs. Casey in her quarrel with the Dago woman over the back fence.

Her "carriage trade" and "charge customers" do not perhaps afford a good school of manners. This country is full of beggars on horse-back who try to ride over their fellows. Many people are afraid even to be civil to a waiter for fear the waiter will think they are no better than he is.

Well bred folks are necessarily unobtrusive and little in evidence.

Salespeople do not realize that the key to the title gentleman or gentlewoman is in the word "gentle"; that the greatest possible rebuke to arrogance or ill temper is in gentleness, sincerity and courtesy.

People grow to be like their ideals, consequently the girl who reads current fiction is not likely to rank under a Peeress, but of course with department store trimmings.

You may think that the young lady who waits on you in the hosiery department is just plain Lizzie Scruggs. You were never more mistaken in your life. She is a haughty Duchess, the heroine of her own little romance, temporarily stooping to this menial service, until the arrival of her liberator.

She is, of course, unlovely and ridiculous in her assumed character, in her chilly patronage of all the plainly-dressed women who stop at her counter. She might be beautiful in her true self if she would only make a profession of her work and a business of being good tempered and genuine.

But, after all, as the newly arrived Irishman wrote home to his brother, "'Tis a great country, Jawn, where every wan is as good as every wan else, whether he is or not."

* * *

HALF the battle's being on the hilltop first; and the other half's in staying there.

Outdoor Advertising in Canada.

W. Arthur Lydiatt.

"ALL the town, a blackboard; every person on the street a student, reading the advertiser's lesson, whether he will or won't; bold face type or picture; letters as big as himself and sometimes bigger; always telling the story—in the morning, afternoon and night—to-day, to-morrow, every day. Drilling deeply into the memory of each passer-by some special name, phrase or trademark until it becomes part of the sub-conscious knowledge of the erstwhile stranger. This is advertising."

This is the way one man stands up for out-door advertising, and perhaps the proposition is as well put as it could be.

When you think of what it might be, outdoor advertising in Canada seems only in its infancy.

A comparison with the showings in the United States, would make it appear that Canadian advertisers utterly fail to appreciate the value of this kind of advertising.

Several things might account for our backwardness in this direction.

Outdoor advertising proves most profitable in the more densely populated sections, and in this country these centres are so few and far between that they might hardly be considered worth while.

By thoroughly posting New York City and adjacent territory alone, for instance, an advertiser can bring his product to the attention of more people than if he covered this entire country. At the same time, the conditions in Canada might be considered peculiarly advantageous. The very lack of any extensive outdoor advertising campaigns serves to make the bulletin boards more of a novelty and more noticeable on that account. It is pointed out that, in the United States, outdoor advertising has grown to such proportions, and the bulletin boards so common, that individually they attract less attention. In some localities they are so numerous as to be considered a nuisance.

But perhaps the lack of enterprise and push on the part of those who control the locations and render the service, accounts more than anything else for the neglected opportunities in Canada.

Quite recently, though, the business has taken somewhat of a spurt. The manager of one firm of advertisers reports more orders on hand at present than he can turn out. This referred to painted sign-boards and walls.

Outdoor advertising includes these painted sign-boards and walls, bill-boards for posters, and painted signs on fences and barns.

Perhaps the best, though the most costly, are the painted boards, and the painted wall signs. These cost from \$100 to \$200 each, according to the stability of the board, and the size and location of the board or wall. A location in a district

where a large number of people pass daily is reasonably worth more than one in the outskirts of a city. The charge is for what is termed an "open service" and covers a year's showing. The contract is then either renewed, and the sign re-painted, or the location is open for sale to a new advertiser.

The firms engaged in this business secure locations in the more prominent of the available situations in the larger towns and cities, and also along the routes of the different railroads—those most travelled.

In Toronto one firm has as many as seventy good locations, in Hamilton ten, in Brantford eight, in Montreal about forty and so on. Doubtless more could be arranged for, if desired.

The service rendered is somewhat special in nature, being arranged to suit the advertiser's desires and expenditure.

The most popular, and possibly the cheapest, form of outdoor advertising is the billboard. Every town has its bill-poster and sign-board painter, but they all belong to an association known as "The Associated Bill-posters and Distributors of the United States and Canada," controlling the rights and space all over the country; and thereby the advertiser is rendered a better and more reliable service, and at uniform rates.

Some advertisers consider this the most profitable form of advertising, but possibly that is because they like something big for their money. One thousand dollars won't buy a very big showing in all the newspapers of Canada for a month, but you can pretty well cover the country with eight-sheet posters for a month for this sum, plus the cost of the "paper."

In Toronto, for example, there are over two hundred boards or locations scattered all over the city. A number of these are used almost exclusively by the amusement houses, but there are over 150 available for use by general advertisers.

Charges for posting are based on nine cents per sheet, the standard size of which is 27 x 41 inches. What is termed an eight-sheet poster is about 7 x 9 feet, and you can post Toronto with 150 locations with this size poster for \$108.

This charge covers a month's showing, it being considered necessary to renew the posters at least once a month. It will thus be seen that this form of advertising is not at all expensive, not nearly so much so as may be generally considered.

One shrewd Canadian advertiser gets approximately six month's bill-board showing for the price of three month's service by posting a city or town every other month. He acts on the presumption, which his experience seems to demonstrate as fact, that when the posters are up and a month's showing paid for, the majority of his posters remain uncovered for a month or more after his time has expired. There may be a suggestion in this for other advertisers contemplating a poster campaign—one that the bill-posters may not thank us for.

Street car advertising might be classed with out-door advertising, and its value is perhaps more generally appreciated by advertisers.

There are something over three hundred cars in Toronto, and a card in the entire lot costs about \$75 a month. In a selected list of the more prominent and most used car routes a card is inserted for about \$50 a month. The rates in other cities are comparatively the same.

Out-door advertising—like all other forms of advertising—to be profitable, must be done right.

It is most generally, and most profitably used, to familiarize the public with a trade-mark, or the name of a product.

There is no room—nor is it the place—for a story. The passer-by has little time to study the sign, and a single glance must grasp its purport entirely.

The more catchy a sign-board expression, the more readily it will be remembered.

Some advertisers prefer the same line for all of the sign-boards, arguing that this sameness tends to better impress the reader; and other advertisers, perhaps the more progressive and successful, change a whole or part of the lettering, assuming that if there is a certain characteristic carried through all, the variety will add value.

One good line had better be repeated in preference to using many poor ones, but a variety of strong, striking lines, mostly different, and yet of the same import, and each bearing some general characteristic, are more effective than even the best of perpetual sameness.

Illustrations must never appear unless they will do the article justice, and it is best to picture it in action if that be possible.

Whenever possible have the sign where it can be seen before the seer comes opposite it, and so that it can be read after he has passed.

Sign-boards should always be placed a sufficient distance from the street or railroad to enable the letters to be readily seen by those rapidly passing by.

The lettering should be in the extreme of brevity, and of most pronounced boldness.

The signboard of several colors is generally more effective than that of one color, provided that the colors are harmonious and do not drown one another. Never use light-colored paint in sign-board advertising.

The most realistic and catchy outdoor signs are those made in the forms of houses, men, animals, barrels and other articles. When placed in a field with natural scenery for a background, they stand in realistic relief and cannot help being seen.

In Hamilton at present are to be seen a number of signs in the form of a man with a pack on his back, so arranged and mounted as to show him in the act of climbing a fence. Such signs compel attention.

The manufacturer of a shoe dressing might have his signs depict a man in the act of shining his shoes, to good effect.

The Wilson whiskey people in several sign-boards to be seen in New York, New Jersey and other places show their typical design of a man with a soda syphon in one hand squirting the contents into a glass of whiskey. The signs referred to are cut-outs, and from the syphon flows an actual stream of water into the tumbler below. They never fail to excite interest from the passer-by.

When possible, it is best to have such a mechanical arrangement of the sign represent or suggest the business and product of the advertiser.

The imitation of a line of dummy figures, all apparently looking at the advertiser's sign, invariably attracts greater attention to the advertiser's benefit. Displays of this nature made by the Force people and others in New York and elsewhere in the past have demonstrated the attention-compelling power of these novelty signs.

The printed or lithographed posters do not offer the same advantages in this respect as do the painted boards. But there are other ways to make them striking.

In other respects the same rules as apply to the painted boards apply to posters—as regards lettering, coloring, illustration, etc.

Brevity is essential.

Pictures often add to the effectiveness of a poster, but they should never be used unless they mean something, or can serve as eye-catchers.

Better no posters at all than cheap ones.

Coloring, picture and lettering in strong contrast produce the best effects.

Lithographic posters, if properly designed, combine the advantages of scenic art with worded argument. The lithographic poster must be a sort of compromise between the roughly painted scene and a regular colored picture; that is, it must be fine enough to defraud the close observer, and it must be coarse enough to appear to be realistic at a distance.

Some of the most effective colored posters are those giving a perspective view of something.

In a general way, the same suggestions apply to the street car cards.

Out-door advertising gives publicity, pure and simple. That and nothing else.

As the population of Canada grows—and its centres become more densely populated—out-door advertising in this country is sure to grow—more surely as its devotees develop that push which has made this form of advertising such a factor in national advertising campaigns over the border.

Among the advertisers most prominent at the present on the bill-boards, walls and painted sign-boards, are Bovril, D. Suspenders, Quaker Oats, Surprise Soap, Dr. Pierce and American Tobacco Co.

The Toronto News, The Star, The Globe, Cowan's Cocoa, and Shredded Wheat have each recently contracted for a number of painted sign-boards and walls in Toronto, and alongside the railroads entering the city.

Other advertisers whose boards are prominent along the railroad lines are D. & A. Corsets, with a very strong bulletin; McLaren's Cheese; 2 in 1 Shoe Polish; Packard's Shoe Dressing; Sanitarus Water, and Chamberlain Cigar.

Most of these advertisers will increase their showing as soon as they can get their boards painted, and secure desirable locations.

P. McIntosh & Son will post the larger towns and cities of the country with eight-sheet posters for Swiss Food during the coming summer.

I wrote to a number of the more prominent advertisers who do out-door advertising, but the time to gather together any number of replies was unfortunately too short.

I append such as were received, and if any interesting comments come later, they will be given space next month.

Just now making a thorough test of bill-board publicity, and prefer to reserve opinion on that form of advertising, until some future date.

We are not in a position to say very much with regard to the advantages of out-door advertising, such as bill-boards, posters, etc., as we have never done very much in that particular line, our advertising being confined largely to newspapers, which we consider the best medium for our class of goods, believing that we can reach more people in that way with less expense than in any other way.

We, of course, supplement with a certain amount of printed matter in the shape of catalogues, booklets, and window and store display cards. The only thing that we have done in the way of out-door work is supplying our agents with out-door hanging signs, to put up in front of their store, this, we believe, has done good work for us.

We have no doubt, of course, that bill-boards and posters

The Natural
Food Company
Makers
Shredded
Wheat

The Slater
Shoe Company
Makers of the
Slater Shoe.

are very good to use in a supplementary way to keep the name before the public once it is established, provided that your appropriation will admit of it. But it does not permit of the use of any argument as to the advantages or selling qualities of your goods. We will be interested in receiving copy of next month's IMPRESSIONS, which you are so kind as to offer me.

We might say we have had very good success with what bill-board advertising we have done and have been doing a great deal of it for the last three or four years. The best poster in our mind is an eight sheet poster, with as little reading matter on it as possible, with something about it to attract attention, and to say as little as you can in as few words as possible.

The best results we got from any of our posters was one which read simply "Eat SWISS Food and be healthy," and our name along the bottom of the poster very small. We might say, however, that bill-board advertising will not go very far if not followed up with some newspaper and magazine advertising. In this way and by doing both, people see the advertisements while out on the streets and in the paper and magazine in the homes and as the women are the largest buyers of such articles as ours, it is very necessary that bill-board advertising should be backed up as above stated.

We have your request for our opinion of the value of outdoor advertising such as bill-boards, etc.

Of course it all depends on the bill-boards and the class of matter placed thereon, but we take it for granted that you mean good bill-boards and good display.

This is one section of advertising that is very hard for the advertiser to trace and practical results or benefits received. It is simply a link in the chain of successful advertising and therefore we cannot dwell on this subject to any great extent, only we may add we consider it valuable assistance both to our salesmen and to the particular article we wish to bring before the public. It is simply a helper and that is all we can, from our past experience, say about it.

* * *

THE circulation of the Halifax Herald and Evening Mail is growing at the rate of about 250 copies a month. The last circulation statement issued shows an increase of nearly 6,000 copies over that of one year ago, the actual average last year being 9,941, while for the four months ending April 30th the average daily circulation was 15,296. This is an exceptionally good showing for a two cent paper. The Herald has recently adopted the flat rate system, and uses the slogan "If it don't pay, don't stay."

P. McIntosh
& Son,
Proprietors
Swiss Food,
Beaver Oats,
Aunt Sally's
Pancake Flour

A. F. McLaren
Imperial
Cheese
Company.

Toronto
Notes.

*W. Arthur
Lydiatt.*

MR. Ben. B. Hampton of the Ben. B. Hampton Advertising Agency, New York, passed through Ontario and Quebec during the past month, with the manager of the Rexall Remedies. It is reported they are contemplating an extensive Canadian campaign and paid us this short visit to "look over the ground." The Rexall Company is one of the large and vigorous advertisers of the Eastern States, and it is to be hoped they will come to Canada.

M. Lee Starke, the New York special agent of the Montreal Star—he of "the kind you hear so much about"—was in Montreal and Toronto for a few days last month. Perhaps he wants to add a Toronto paper to his list, but he won't find it a one-paper city.

The Oak Hall clothiers have discovered an improvement on the "Get the Habit" phrase, that much copied saying of Brill Bros., New York. They ask people to "Get the Notion" of wearing their clothing. In many respects this seems more "fitting" than the "Get the Habit" expression.

By the way, this same Oak Hall uses a picture of one of those long, rubber-necked giraffes, in the acrobatic act of reaching high for a bite. Incorporated in this trade-mark—which seems to have been considered clever and original enough to register—is the expression "Neck and shoulders above all competitors."

Isn't this a little bit stretched?

Seems rather strange that the large, metropolitan city of Montreal should only be able to boast of one English morning daily.

Doubtless that is because The Gazette fills the bill and covers the field so well that there doesn't seem to be any room for a competitor.

Perhaps as strange, and equally as well explained, condition exists in Western Ontario, where the London Free Press has the morning field all to itself. The Free Press is the only morning paper west of Toronto, and as such enjoys a wide and influential circulation, in that very fertile and prosperous country of which London is the centre.

The Canadian Oil Company, makers of Sterling Paints, are arranging a limited campaign in the newspapers, and will likely do something in out-door advertising as well.

Mr. Peter Rutherford has taken hold of the advertising of Bedell's furniture and instalment house, and announces that this firm has taken a new lease of life.

Well, the idea!

The liquor people have stolen a march on the temperance enthusiasts of the country, and are actually spending their good money to advertise the desirability of temperance.

Note one of the advertisements:

We (Whisky Makers, Whisky Sellers and Whisky People), through and through recommend Temperance. Strange? Not at all! We mean temperance in eating, smoking, playing and working, as well as drinking, too. Intemperance always pays a penalty. No more so in drinking than in anything else. Be temperate! Use common sense and

DEWAR'S SCOTCH.

The different temperance organizations spend a good deal of time and money in trying to influence the public in favor of temperance. The right kind of argument used in the advertising columns of the newspapers seems to offer a splendid medium, but in this field the whisky people have got ahead of them.

The whisky advertisement reproduced is a curious and very interesting one, and will likely excite considerable comment—particularly among the members of the prohibition party.

The Associated Billposters and Distributors of the United States and Canada will hold their annual convention at St. Louis July 12th to 15th.

The management have set apart July 15th as "Poster Day," when a specially interesting feature of the programme will be the exhibit of mounted posters and contest for prizes by advertisers—open to the advertisers of the world.

Three handsome prizes will be presented by the Association for the best and most effective posters exhibited; the posters to be entered by advertisers who use billboards as a medium of advertising; posters entered not to be less than eight-sheets in size and carefully mounted so that they can be exhibited as a complete poster.

Can't some Canadian advertiser carry off one of these prizes?

* * *

WATCH your mail, and when you see a letter-head or envelope that pleases you better than the one you are using, show it to your printer, and tell him wherein it suits you. He may not be able to make yours like it, but he will be able to suit you better from knowing what style you like.

* * *

DURING the summer season is a good time to look through the stationery and see that it is just what you want it to be and just what you need.

Chicago
Notes.

*Daniel T.
McCool.*

"CHICAGO is the clearing house of the world," said Postmaster Fred E. Coyne, in commenting upon the increase in the volume of business transacted in the money order department of the Chicago postoffice during the year 1903. The total amount of money received and transmitted to and from every part of the civilized and semi-civilized world was \$135,039,420.97.

Much has been written about Chicago; however, the city never was more accurately described than in Postmaster Coyne's brief sentence of eight words, which is supported by the fact that the sessions of Jones' Public School, located at Harrison Street and Plymouth Court, are attended by children representing thirty-seven distinctly different nationalities. To successfully advertise a given business in such diversified community, requires a keen, discriminating judgment, to say the least; and to learn which methods of advertising leading Chicago concerns have found the most potent in obtaining returns, IMPRESSIONS devoted its energies with the subjoined results.

During 1903, Marshall Field & Co. transacted a business amounting in volume to sixty millions of dollars. When asked to what extent advertising contributed to such a great business achievement, Mr. Harry G. Selfridge, general manager of the firm, said: "In our business, the matter of advertising is incidental always rather than primary, and while judicious advertising has no doubt assisted Marshall Field & Co. in reaching its present sales record, it has always been considered by us as of secondary importance. Other elements in the business are much more conspicuous as the chief causes for obtaining these results."

Replying to the same query, the J. W. Butler Paper Co., Chicago's largest wholesale paper house, said through its manager, Mr. James M. Abell: "We consider judicious advertising a good investment, but just what that constitutes is a difficult problem to solve. There is so much expensive advertising done that does not bring the returns looked for, that it is a question just what the benefit is. We figure that the maintenance of a high standard of quality and up-to-date methods, together with judicious advertising, make the combination which gets business."

Mr. Edwin F. Mack, cashier of the Royal Trust Company Bank, one of Chicago's most stable financial institutions, gave his views as follows: "The nature of the banking business makes it difficult to determine just what kind of advertising is most valuable to us. We can only express our belief in the general proposition that advertising pays."

The name "Tiffany" in connection with gems and jewelry

is one to conjure with in New York. In the same connection, the name "Peacock" exerts an equal potency in Chicago.

For a period measuring sixty-seven years, the jewelry establishment of C. D. Peacock has prospered. During these years, as a matter of course, numerous methods of advertising have been adopted which evidently have contributed to the development and success of the business.

When invited by IMPRESSIONS to express the firm's views regarding the methods of advertising which the house of Peacock has found the most effectual, Mr. Walter C. Peacock, who directs the firm's business publicity, stated: "It would be a rather difficult matter to say positively which particular one of the numerous ways in which this business has been advertised has paid the best. You see," continued Mr. Peacock, "ours in many respects is a peculiar business, as our stocks are composed of the things which, perhaps, are truthfully considered luxuries. And for this reason, I should judge, we are the first to enjoy good times when the country at large is prosperous, and by the same token, the first to suffer when dull times come. Moreover, our business greatly differs from that of the department stores, which have a sale each month. In other words they raise twelve crops each year, while we have but two seasons; that is, in June when we are busy disposing of wedding gifts principally, then again in December when our force and equipment are taxed in meeting the demands made by the usually heavy holiday patronage. Speaking generally, we have, of course, profited materially through newspaper and magazine advertising; however, in the matter of receiving direct and therefore traceable results, we receive greater returns from the illustrated catalogue which we annually issue and freely distribute throughout the country."

Interrogated in connection with the matter under discussion, Miss M. K. Babcock, President of the North Shore Poultry Farm, one of the largest and best equipped practical poultry plants in the country, replied as follows: "In a general way we believe advertising is a potent factor in developing business. However, one must discriminate as to which methods are best in securing profitable results. We have used the daily newspapers to good advantage, but our greatest returns have been obtained through the circulation of a specially prepared booklet which clearly sets forth the reasons why our products are all that we claim for them—the best obtainable at any price. All this, of course, involves a considerable outlay, but then there is not a single thing worth while achieved in this world without effort and expense."

When questioned as to profitable methods of advertising, Mr. F. M. Atwood, one of the best known clothing men in

Chicago, replied: "There are a great number of excellent methods and mediums in a large city like Chicago. Our own preference is for the big daily papers and our own circulars. These are about the only printed instrumentalities we use. We find the leading newspapers reach most all of the people daily, and good advertising in them is unquestionably effectual."

"Will you have the kindness to tell IMPRESSIONS why you advertise Rogers' Peet clothing differently from the method used by that firm in New York?"

"Our methods are somewhat similar. We do not use the same matter because our stocks are different; our prices vary somewhat; our local demand varies somewhat from theirs; our seasons are different; the amount of our advertising is much less than theirs; and it is inexpedient to try and use the same matter for many reasons.

We aim to give the people of Chicago, four or five times a week, seasonable information about wearables that would naturally most interest them from day to day. We aim to merit their confidence by absolutely truthful statements, without even a shade of exaggeration; to have them know of the superior qualities and the absolute reliability of the merchandise we handle. This we think is the most effectual advertising for anyone who deals in reliable merchandise."

Mr. Atwood's advertisements in the Chicago newspapers, are original, distinctive, and always command attention. They are prepared under Mr. Atwood's personal supervision, and reflect that gentleman's experienced judgment to a marked degree.

The foregoing opinions were obtained, as will be observed, from those, so to speak, who are "on the firing line" in the great battle of business. And a battle it is, for with every tick of the clock the competition becomes more acute, thus increasing the difficulties which must be met with and surmounted to not only achieve success but also maintain that advantage when once obtained.

Judicious advertising, as has been admitted, is a most powerful factor in developing business prosperity. However, judicious advertising, as Mr. Abell has wisely indicated, is to many experienced business men a perplexing problem which has yet to be solved so that the balance shall appear on the right side of a greater number of ledgers.

* * *

LALOR BROS. of St. Catharines, have purchased the bill boards and business of George Ecclestone, which gives them control of all the boardings in that city.

ANOTHER fine advertising story, almost as fascinating as that of the family from Lynn, had its inception on a hot summer's afternoon in the thriving Ohio town of Tiffin. Its final chapters cannot be written, but the action of the story has already carried to New York, and finds expression there in the finest building to be seen in the wholesale dry goods district of that city. This building, only recently completed, is located on Mercer Street near Eighth. The street door leads into an outer office as spacious as an assembly hall, and here is generally to be seen the man out of whose idea the house grew—A. J. Stewart.

Mr. Stewart was a dry goods clerk in Tiffin. On the summer day when his real life story started he had gone to work as usual, put his stock in order as usual, and waited on his customers as usual, without dreaming that he was at the turning point of his career. In the course of the afternoon there entered a woman who asked for two yards of black velveteen. After he had cut it off and wrapped it up for her and she had left the counter Stewart turned to one of his fellow-clerks, John U. May.

"John," he said, "did you see what that woman bought?"
"No."

"Two yards of velveteen for skirt-binding."

"Well, that's nothing remarkable," replied John.

"No," admitted Stewart. "It isn't. But it has given me an idea. Women are coming in here constantly for the same thing. After they get the velveteen they cut it into strips, sew it together and finally turn out a very inferior material with which to bind skirts. Now, why wouldn't it be a good thing to save them all that trouble?"

"And how would you do that?" inquired May.

"Why, get a machine that will cut the velveteen and sew the strips together. Then put it up in rolls and sell it ready for use."

May instantly saw the value of the idea. When business closed that evening and for many evenings after they talked the matter over, and finally concluded they would go into the business, then unknown, of manufacturing velveteen skirt-binding. They interested one of their friends named Potter, and organized the firm of Stewart, Potter & May. Stewart and May resigned their positions and moved to Cleveland, where they secured the services of a mechanic to work out Stewart's idea for a machine. With their machine finished they started into business and found a limited market for their wares. The dry goods merchants were quite alive to the merits of ready made skirt-binding, but the process of introducing it to the customer was necessarily very slow. About this time there appeared in Cleveland a salesman for a Boston house, named L. F. Howe. Stewart and

May made it their business to interest him in the new invention and succeeded so well that Howe bought Potter's interest, the firm being recognized as Stewart, Howe & May, as it stands to-day. These three young men worked along until 1892, when, feeling the need of advanced methods, the firm was incorporated and moved to New York. Mr. May retired and George S. Curtis, of New York, an expert in financial matters, took his place.

Mr. Curtis, even more than his associates, appreciated the field open to the new company if only the women of America could be educated to the use of ready-made velveteen skirt-binding. This seemed a difficult proposition, for at this time—only ten years ago—probably less than ten per cent. of the dresses worn were bound with this material. Mr. Curtis had had no more experience in educational work of this kind than had his associates, but thinking the matter over he made up his mind that there was one certain way to achieve the end he was after.

"What we want to do," he said to the other members of the concern, "is to advertise. If we continue in the way we are it will take us forever to get the business on the basis it ought to be. We must continue to depend on the good will of the retailer to push our goods. As he's got other things to do, and skirt-binding is a small item with him, our progress will be slow. If we go directly to the women of the country, telling them of the great saving of time and money and labor that may be effected by buying skirt-binding ready made, we shall create a natural demand and our goods will sell themselves."

At first this proposition was received coldly, especially when Mr. Curtis announced that they ought to appropriate at least \$5,000 as a starter. Five thousand dollars was a very large sum of money to the firm at that time and to invest this in an unknown field was considered foolhardy.

But Mr. Curtis is a man who rarely lets go, and before he finished he had his \$5,000 appropriation. This was in the spring of 1894. Within five months the business had jumped twenty per cent. Even Mr. Curtis was amazed. As for the other members of the company they were fairly carried off their feet, and when Mr. Curtis asked for additional funds for advertising they told him he could have any amount he thought necessary. At his suggestion \$100,000 was voted in a lump sum. In less than a year the business had doubled, and orders were coming in faster than they could be filled.

From one floor the business spread to two, then to three, then to four, and then to five. Finally the company bought the present site on Mercer street, and erected there the building that stands a monument to the genius of advertising. The

yearly output of the company is to-day sufficient to encircle the earth several times. Its wares are found in every hamlet in the land, and it is doubtful if there is a woman, even in the back-woods, who does not know their trademark.

It may be argued that what would apply to such an article as skirt lining would not apply to a more important and serious institution. But that this is not true may be readily shown by any number of instances. One of the most instructive is that furnished by the career of Robert Bonner, in his day probably the most famous publisher in America. Mr. Bonner built up a paper that was known and read everywhere. It made him a millionaire many times over. His success was founded primarily on his bold advertising, and never before nor since has there been such a lavish outlay of money by any publisher. On one occasion he called on James Gordon Bennett, the elder, saying that he wanted to contract for a big advertisement the following day in the New York Herald.

"How much space do you want, Mr. Bonner?"

"As much as you'll sell."

"Oh, I guess not," replied Mr. Bennett with a smile. "We've got lot's of space, you know, for our advertisers."

"That's good," replied the other cheerfully. "Here's copy for one page, and here's copy for another, and here's copy for a third, and here's—"

"Hold on, there, hold on," cried the astonished publisher of the Herald. "Bless my heart, man, we can't give you the whole paper."

"Why," declared Bonner with an injured air, "you told me I could have all I wanted."

"Well, in Heaven's name, how much do you want?"

"Why, I figured on about six pages."

"I'm sorry, but there is a limit, you know, beyond which we can't go and get our paper out; and three pages about makes this limit."

"I'm sorry to hear that. Still if you can't, you can't, and I'll have to be satisfied with a little advertising. But I must say I'm very much disappointed."

A few days after this "little advertising" appeared Mr. Bonner received a call from Henry Ward Beecher, who was then writing for him the novel *Norwood*, which was appearing in serial form.

"I've come," said Mr. Beecher, "to remonstrate with you against the dreadful way in which you are throwing away your money."

"I? How?"

"Why, through your foolish extravagance in advertising. A dozen men of prominence, friends of yours and friends of

mine, have come to me within the last few days, asking me to see you and stop you in your course. Your recklessness is the talk of the town. Everybody is prophesying that you'll be a bankrupt unless you stop."

"Good, good," chuckled Bonner. "That's the very thing. Don't you see that my advertising is a distinct success if it has the effect of making the whole town talk about me? The result will be that the whole town will buy my paper."

And it did. Mr. Beecher went away only half convinced. But it wasn't long before he admitted the wisdom of Mr. Bonner's course, convinced by circulation figures that were stupenduous for those days. Mr. Bonner retired some years before his death to devote himself to the enjoyment of the large fortune he had accumulated. His successors believed themselves in possession of a property that need no longer be advertised. They felt that, as it was known almost as well as New York itself, it would be "folly to waste money." Something like six or seven years ago the circulation of this great property had dwindled to such an extent that it was no longer deemed wise to continue it as a weekly publication. There were several bursts of tardy advertising, but they failed utterly to revivify this property that had made its founder one of the richest men in America.

The publishers learned by costly experience what is to-day impressed on all advertisers by experts—that you must "keep everlastingly at it" to win and hold success with printers' ink, and that it is a practical impossibility to revivify any property that has been once advertised into great success and then allowed to die down for want of persistent effort.



SOME of the Canadian mail order houses have lately been issuing catalogues that will stand critical comparison with the best of those issued in the United States. A rather good example has come to hand this month, issued by the Robert Simpson Co., Limited, Toronto, for their mail order department. The illustrations are among the best we've seen, and are the work of Canadian engravers, drawings and plates being made by Grip, Limited, Toronto. One of the cuts, reproduced on another page, illustrates a new and somewhat unique way of showing off undershirts to good advantage. Another reproduction this month shows the cover of the catalogue of The Julian Sale Leather Goods Company, which is a good example of the photographic designs so much in vogue at the present time. The figure is especially posed, and the background sketched in on the photograph. Published through courtesy of Grip Limited, Toronto, makers.